

REMARKS

This Preliminary Amendment is submitted with a Request for Continued Examination. In the final Office Action, the Examiner rejects Claims 1, 2, 4-19, 22, and 38-40 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,421,733 to Tso et al. in view of U.S. Patent Application Publication No. 20020040374 to Kent.

Applicant has amended independent Claims 1, 17, and 38 in order to more patentably distinguish the cited references. In light of the amendments and following remarks, Applicant requests reconsideration and allowance of the claims.

Independent Claims 1 and 17

Independent Claims 1 and 17 recite applying rules to content to prepare the content in a first way for both communication over an Internet channel to an Internet terminal, and for publication by the Internet terminal connected to the Internet channel; and in a second way for both communication over a non-Internet channel to a non-Internet terminal, and for publication by the non-Internet terminal connected to the non-Internet channel. The Examiner acknowledges that Tso does not teach this particular recitation of independent Claims 1 and 17 but, instead, relies on Kent.

In order to further patentably distinguish the cited references, Applicants have amended independent Claims 1 and 17 to recite that the content is prepared such that the content remains the same or substantially the same as its original form. As disclosed on page 7, lines 14-17 of the present application, “[b]y separating the various aspects into distinct objects in an object oriented framework, the content may be produced once and remain the same or substantially the same for multiple channels and terminals.”

The Examiner concedes that Tso does not disclose preparing content for communication across Internet and non-Internet channels for publication by Internet and non-Internet terminals, let alone preparing the content for Internet and non-Internet channels and terminals in such a way that the content remains the same or substantially the same as its original form. Like Tso, Kent also does not teach or suggest this particular feature. Kent discloses that a customized magazine may be created based on preferences provided by a subscriber. In this regard, the subscriber-

driven method of Kent is directed to a very different method of allowing subscribers to select specific portions (e.g., music and sports categories) of different sources of content (e.g., magazines) in order to create a personalized publication. Thus, Kent is unlike Claims 1 and 17 where the original content remains the same or substantially the same when the content is prepared and communicated over different channels to different terminals. For example, the content could be a news story having text and image data produced by a news content provider. The news story could then be distributed across Internet and non-Internet channels to respective Internet and non-Internet terminals including the same or substantially the same news story. Kent is distinguishable from the claimed invention, as Kent discloses that portions of several sources of content are selected and combined into a customized publication.

Therefore, none of the cited references, taken alone or in combination, teaches or suggests amended independent Claims 1 and 17 of the present application, and the rejection under 35 U.S.C. § 103(a) is overcome. Claims 2, 4-19, and 22 depend directly or indirectly from, and further patentably distinguish, independent Claims 1 and 17, and are therefore also allowable for at least those reasons given above.

Independent Claim 38

Independent Claim 38 has been amended to recite that the plurality of channels are arranged in parallel to one another. For example, as shown in FIG. 1 of the present application, the channels (e.g., WAP channel, web channel, email channel, print channel, and video channel) are arranged in parallel to one another. Thus, the content object (105c) may be prepared in different formats for distribution across several different channels.

Tso does not teach or suggest both Internet-based and non-Internet-based distribution and/or publication, let alone any particular arrangement of the plurality of distribution channels and/or terminals. Furthermore, FIG. 1 of Kent discloses a serial arrangement, wherein the alleged distribution channels are a telephone line (12), the Internet (14), and communication means (17, 30). Thus, the user accesses the publisher's content via the telephone line and Internet in order to create a publication to be output to a digital printer via the communication means. Clearly, each of the distribution channels and terminals are arranged in series to one

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another, which is unlike independent Claim 38 where the distribution channels are arranged in parallel to one another.

Accordingly, neither Tso nor Kent, taken alone or in combination, teaches or suggests independent Claim 38, and the rejection under 35 U.S.C. § 103(a) is overcome. Claims 39 and 40 depend directly or indirectly from, and further patentably distinguish, independent Claim 38, and are therefore also allowable for at least those reasons discussed above.

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CONCLUSION

In view of the amended claims and remarks presented above, it is respectfully submitted that all of the present claims of the present application are in condition for immediate allowance. It is therefore respectfully requested that a Notice of Allowance be issued. The Examiner is encouraged to contact Applicants' undersigned attorney to resolve any remaining issues in order to expedite examination of the present application.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 CFR § 1.136(a), and any fee required therefore (including fees for net addition of claims) is hereby authorized to be charged to Deposit Account No. 16-0605.

Respectfully submitted,



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